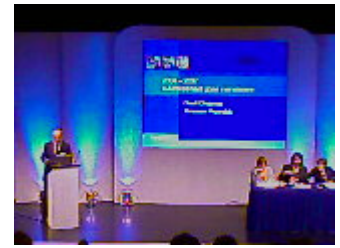


Assessment Tomorrow



Member of UK India Business Council

will be running a series of seminars in
Bangalore 10th January 2011 and **Mumbai** 13th January 2011
Dubai – 31st January 2011 (tbc)
Singapore – 2nd/3rd June 2011 – two day conference
Chennai and Pune – Spring/Summer 2011
locations, venues and dates to be confirmed



These seminars will showcase how innovative, 21st century techniques like mobile learning, e-Assessment (the use of IT to measure skills and knowledge), web2.0 etc., can support learning and skills development and provide robust and reliable methods for developing the talent pool. These seminars will be sponsored and supported by UK Trade and Investment and Assessment Tomorrow is a member of the UK India Business Council.

www.assessmenttomorrow.com

Technology is making a major impact on the ways that learning and assessment is delivered in the 21st century. Mobile learning and assessment is providing the opportunity to exploit the latest telecoms. The take up of e-Assessment is increasing world-wide and is defined as the use of technology to measure skills, knowledge and understanding. Within education (from the school room to the workplace), trainers, government agencies and assessment providers are actively engaged in using technology based learning and development solutions that enable them to provide reliable, flexible education and assessment for learners, students and employees. These seminars examine the leading edge of these developments and how they apply to the complete working and learning pyramid.

Assessment Tomorrow (www.assessmenttomorrow.com) is one of the leading:

- international organisers of conferences and seminars,
- providers of consultancy services in the field of e-Assessment as well as being a
- an acknowledged adviser to education, industry and government on the selection and introduction of e-Assessment and related technologies

Drawing on expertise from the UK, Europe and worldwide, it manages projects and organises conferences and seminars aimed at informing and assisting policy makers, assessment developers and providers. Assessment Tomorrow events cover implementing e-Assessment in the work place and in the classroom and provide the opportunity to understand and successfully implement e-Assessment solutions, debate the issues and find out about the latest developments.

Opportunities to participate: We are now seeking partners to work with on developing the seminars. Opportunities exist for speaking roles, sponsorship and other forms of support and we would be happy to discuss these exciting possibilities with interested parties.

Sponsored and supported by UK Trade and Investment



Seminar Overview

The series of three hour Briefing Seminars is being run by Assessment Tomorrow in partnership with UK Trade and Investment. These seminars will be presented at prestigious locations in the Middle East and India and targeted at government education and training agencies and policy makers, educational managers and the heads of industry and commerce. The delegates will be selected and invited by Assessment Tomorrow UK Trade and Investment in partnership with UK Trade and Investment and will be key players in the local/regional education and training sector. An audience of between 40 to 80 delegates will be expected for each seminar.

The seminars will examine the case for e-Assessment and related technologies for learning and development and provide a forum to discuss how e-Assessment can be applied successfully to the development of skills and knowledge assessment and the bridging of the skills gap within the local education and industrial context, using local and UK experience.

Assessment Tomorrow will design and run the proposed seminars. They will also include contributions from Assessment Tomorrow and UK Trade and Investment, high profile local speaker(s) and major suppliers in the arena of learning and computer based testing and assessment. The speakers will have extensive experience and knowledge to share with the delegates.

Objectives

Our objective is to help organisations answer the following questions:

- How to bridge the **skills gap** and cope with the increasing numbers and the demands of industry, customers and the economy?
- What are the innovatory approaches to Skills Development offered by 21st Century technologies?
- How can the technology assist to recognize and develop the right **talent**?
- What are the requirements to reach the **rural** as well as the **urban** work-force?
- Who will we derive the maximum **benefit** from the new technologies of skills assessment and development?
- When can the **technology** provide reliable and cost effective measurements of skills and competencies?
- How can assessment and technology support **learning, training and professional development**?

The format of the day will be opening addresses by UK Trade and Investment setting the scene. and from a senior figure from a policy making organisation. This will be followed by a series of presentations put together by Assessment Tomorrow and involving question and answer sessions. These presentations will include:

- how the new technologies such as advance e-Assessment works
- the benefits and costs
- best practice, and leverage of the technology to develop skills and capabilities amongst teaching staff and learners
- impact on ALL learners and trainees
- impact on teaching and learning strategies
- impact on institutions and the management of institutions and programmes of learning and training
- the tools, techniques and technologies available
- managing the change process

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Typical Programme for a Seminar

- 08:30 Registration and welcome by UK Trade and Investment explaining the background of seminar
10.15 Innovation for skills development, e-Assessment Tools and Techniques – Jeff Ross, Assessment Tomorrow
10.40 Making learning work – Bill Malcolm, International Director, LSN
11.05 Tea/coffee break
11.15 Developing Innovative, Robust and Valid Skills Assessment
Making learning and assessment work to impact the bottom of the employment pyramid
Developing Innovation e-Assessment solutions
Bridging the Skills Gap and developing a Skills Index
Skills Needs Analysis in Industry and Education
12.45 Chair review of day and close
13.00 Lunch and networking

About the Seminars

Audience - A restricted, invited audience of approximately 40 to 80 drawn from

- decision makers and representatives from government and the educational establishment,
- corporate leaders,
- senior managers from schools, colleges, training organisations and educational authorities,
- leaders in IT research and development staff working in the use of IT to support learning and education
- directors and managers from HR, recruitment & training and assessment
- learning, teaching and training experts from industry, government and education

Typical audience: *As an example the Delhi 2009 Seminar included senior representatives from organisations as diverse as Ambedkar College, Apparel Export Promotion Council, Bhaskar Foundation, Birla Institute of Management Technology, Career Launcher, New Delhi, CBI (UK), Centre for Professional & Technical Training, Univ of Delhi, Dept. of IT, Govt of India, DGE&T, New Delhi, Don Bosco Technical Institute, New Delhi, Dyal Singh College, Edexcel, FORE School of Management, Goenka Institute of Higher Learning, IGNOU, IL&FS, Inspiring Consulting, Liquid, Macmillan Publishers India Ltd, Maruti Suzuki India Ltd, Matrix Education Services, NCERT, NIC, New Delhi, Project Management Associates, RKS Learning Private Limited, Satyavati College, Sri Aurobindo College, The Consortium for Research in School Pedagogy (CRISP), The Institute of Company Secretaries of India, University of Delhi, Vinculum Capital Partners*

The reasons for attending for delegates

- To understand skills and knowledge assessment requirements and how the development of technologies, tools and techniques in this area can provide effective and efficient solutions.
- To see how skills and knowledge assessment supports and enhances learning and development whilst meeting the needs of the 21st Century marketplace.
- To share experience and best practice
- To initiate future policy and planning
- To see how the data can be used to benefit employers, education, and the learners.

Seminar format

- A series of presentations by leading experts on key topics
- An active Question and Answer/discussion panel approach
- Opportunities for delegates, speakers and sponsors to network and exchange ideas and information

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The Team/Seminar Directors

Martyn Roads is an independent education and assessment consultant. He spent 13 years in Further Education, developing and managing a wide range of vocational programmes before joining BTEC in 1994. In 2001, he was responsible for managing, on behalf of a consortium of Awarding Bodies, the successful bid for the development of the current Key Skills and Skills for Life National Tests. For the past 4 years, Martyn has been researching and implementing the use of IT in assessment which has included working with a consortium of organisations on the development of a range of screening and initial assessment tools for the SflSU. Martyn was co-author of QCA's "Use of ICT in Assessment" report to the DfES in 2002 and is currently working with QCA on a number of projects including supporting the production of the e-Assessment – Effective Practice Guide. Martyn is also Chair of Becta's e-assessment advisory group

Jeff Ross is an Independent Prince II project manager and consultant supporting clients managing the development and introduction of IT systems to meet business and administrative needs. His fields of expertise include e-Assessment, e-learning and the use of IT and internet technologies in the education, training and human development fields. Previously he was a senior manager with a major awarding body, where he was responsible for change management programmes associated with the introduction of ICT solutions to the delivery of education services and qualifications. His background is in IT, education, publishing, logistics and business operations

We would welcome the opportunity to discuss the seminars and opportunities to speak, support or sponsor what is one of the most exciting events in the e-Assessment calendar. Details of standard and/or bespoke sponsorship packages are available within the range of £1,000(GBP)/\$1500(USD)/.75 lakh(INR) per seminar to £4,000/\$6000/3 lakh

Assessment Tomorrow is proud to be working with UK Trade and Investment for this series of ground-breaking, high profile seminars. Companies interested in supporting or attending the seminars may like to contact their local UK Trade and Investment office to discuss the support they can provide to companies looking to expand into overseas markets. (www.ukti.gov.uk).

Please feel free to call us if you wish to discuss this exciting opportunity in more detail.



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the future of e-assessment

Member of UK India Business Council

